

EXERCISE 2 Fill in the blanks and read the dialogue.
空欄を埋めて、ダイアログを読みましょう!

Chrsitina OK, so I've outlined the benefits of the proposal.
Now, ___ _ ___ _ the costs. The main cost will be staffing, of course.
The call center will employ four people ___ _____.
Their compensation packages represent the bulk of the costs.
We expect the total to be around \$120,000 per year,
including wages and all work benefits.

The _____ _____ in the first year
will be _____ _____ the customer service reps,
but that's a one-time cost.
Last, the cost of the facility will be _____ _____.
We've located _____ _____ in the Dartmouth area that
will run us just \$1,400 per month.
_____ telecommunications and utilities,
our _____ overhead should be around \$22,500 annually.

So, as you can clearly see, the benefits outweigh the costs.
We had good reasons for _____ _____ _____ function in the past.
_____, it now makes sense to bring it in-house.
If I can get your approval on this quickly,
we can begin to _____ _____ _____ by the beginning of next year.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» What is the largest project cost?

Answer 1

- a. Paying workers
- b. Renting a space
- c. Recruiting and training
- d. Telecommunications

Question 2

» How many employees will staff
the call center?

Answer 2

- a. 1
- b. 2
- c. 3
- d. 4

EXERCISE 3

Practice speaking using the following scenarios.
それぞれの状況に沿って、スピーキングを練習しましょう!

Talk 1

You are a salesperson at a lighting store. You are explaining a new energy-saving light bulb. You've just talked about the specifications, and now you are going to explain the costs. The bulbs cost \$15 each, but customers will save up to \$5.00 per month in electricity costs if they install them. Signal the conclusion of an agenda item and describe a positive outcome.

Talk 2

You work in an advertising agency. You are proposing an expansion into a new market: France. You have just explained that your plan will cost \$3 million in the first year, and \$1.5 million after that. Now you are going to talk about the benefits. You think your company can make a profit of \$2.5 million per year in that market. Signal the conclusion of an agenda item, persuade logically, and describe a positive outcome.

Talk 3

You are delivering a presentation on a car manufacturing process. You have just explained what it would cost to shift production to Vietnam. Now you are going to explain the benefits, which include 20% lower operating expenses and easier access to important markets. You want to make this change next quarter because then your company can save \$225 million this year. Signal the conclusion of an agenda item, persuade logically, and describe a positive outcome.

WORDS & PHRASES

単・熟語表現の紹介

- » outline / 概要を示す » staffing / スタッフの配属 » compensation package / 報酬パッケージ、待遇 » bulk / 大半
» one-time cost / 一時的経費 » run / 経費がかかる » overhead / 諸経費 » outweigh / 上回る

HOMework

Writing 1

You work at a catering company. You want to write an e-mail to your manager recommending a business deal. The customer wants you to cater an event. The customer isn't willing to pay a high price, but there will be a lot of important local businesspeople at the event, and the customer will distribute your company's business card to all the guests. You think this is a great marketing opportunity. Persuade your manager logically and describe a positive outcome.

Writing 2

You are writing a memo to your staff. You want to encourage more of them to bicycle to work. You have just outlined the health and environmental benefits. Now you are going to explain how the company will support them. You are going to offer lockers and shower facilities if enough people commit to the program. Explain that you understand it's easier to commute by car, but you still think biking is a better option. Signal the conclusion of an agenda item, persuade logically, and describe a positive outcome.